



Governor's Office of
Economic Opportunity

Utah Main Street Program Utah Office of Tourism Board Meeting







Utah Main Street Pilot Program Brigham City & Price

Partners:

GOED-Center for Rural Development
Utah Office of Tourism
Department of Heritage & Arts
State Historic Preservation Office
Utah Department of Transportation
DWS-Community Development Office
SEUALG
BRAG
Preservation Utah

Pilot Program Funding Provided by:

Go Utah
DCCE
UDOT
USDA – RBD grant



Main Street Program



Who Benefits from Main Street Revitalization?

- **Property owners.**
Growth of rental income; increase in property values; safer environment.
- **Business owners.**
Higher sales; safer work environment; access to business resources.
- **District workers.**
Access to a broader range of goods and services; more pleasant work environment; rise in wages.
- **Residents.**
Access to a broader range of goods and services; more pleasant living environment.
- **Local government.**
Increased property tax revenues; stronger civic engagement.
- **State government.**
Increased sales and income tax revenues; reduced burden of state support.
- **Federal government.**
Increased income tax revenues; reduced burden of federal support.
- **Social service agencies.**
Stronger local employment base; better range of goods and services for residents.
- **Civic groups.**
Venue for holding events; partner in strengthening community.
- **Arts organizations.**
Strengthened cultural environment; venue for holding events.
- **Financial institutions.**
Safer investments; CRA compliance; more/larger commercial deposits.
- **Police.**
Reduced crime; greater neighborhood involvement in community policing.
- **Schools.**
Living laboratory for civics, local history, architecture, small business development.



SB 194, 1st substitute



- Utah Main Street Program is created at Go Utah to provide resources for the revitalization of downtown or commercial districts
- Enables the Utah MSP to become a coordinating member of the National Main Street Center
- Establish criteria for Utah MSP designation
- Consider the recommendations of the advisory committee when designating & implementing local MS programs
- Provide training and technical assistance to local governments, businesses, property owners that participate in local MS programs
- Provide financial assistance to designated local MS programs
- Full time staff to be designated by Go Utah
- UMSP has rule making authority to establish the eligibility and reporting criteria for a downtown area to receive a USMP designation; requirements for local government support and data collection to measure economic development impact
- UMSP required to submit an annual report – operations and details of which municipalities have received UMSP designation and financial support





Utah Main Street Program (UMSP)

Senate Sponsor – Sen. Derrin Owens, House Sponsor – Rep. Steven Lund

SB 194 passed and has been signed by the Governor.

- Vote on Senate floor: 23 yea, 3 nay (Fillmore, Kennedy & McCay), 3 absent/not voting
- Vote on House floor: 45 yea, 23 nay (Abbott, Barlow, Brooks, Christiansen, Christofferson, Handy, Hawkes, Judkins, Kohler, Nelson, Petersen, Peterson, Pierucci, Pulsipher, Robertson, Seegmiller, Snider, Stenquist, Stratton, Strong, Teuscher, Thurston, Wilcox) and 7 absent/not voting
- Fiscal note of \$355,300 which includes funds for AG expenses and internal GOED expense covering contracting costs. \$300,000 is to be used by the program
- *******Designated with ON-GOING funding!!!!*******



UMSP Advisory Committee

Advisory Committee:

Appointed by Go Utah Executive Director – Dan Hemmert

Representatives from:

Go Utah – Nan Anderson

UOT – Bianca Lyon

Heritage & Arts – Tracy Hansford

SHPO – Roger Roper

UDOT – Jay Aguilar

CDO – Keith Heaton

AOG – Geri Gamber

Private sector involved in a UMSP – Kelsey Maas, Preservation Utah

Representative from a local UMSP – Maria Twitchell, Cedar City-Brian Head Tourism Bureau

3 representatives with interest/expertise in MS programs: Mayor Lenise Peterman, Helper; Paul Larsen, Brigham City; Chris Anderson, Partner at Durham, Jones & Pinegar

Works to advise on the eligibility of applicants for designation as a UMSP, financial assistance requests from designated UMSP and to improve the effectiveness of the UMSP

4 year terms, ½ staggered

Go Utah representative acts as chair, and appoints replacements

Majority of the committee serves as a quorum

Committee members may receive per diem and travel expenses



How will the UMSP help communities?

Tiered structure to provide:

- **Training and technical assistance**
Project planning, business counseling and training, market research, feasibility studies, professional or/technical reports or producer service improvements
- **Community economic development**
Feasibility studies and business plans
Long-term business strategic planning
- **Funding Assistance – Downtown Enhancement Grant Program**
Placemaking grants
Façade Grants
City beautification
Historic Restoration Tax Credits
- **Access to resources**
Utilize multiple state agency resources
Specialty consultants





Is the UMSP for all Utah communities?

Successful Main Street Districts provide:

- Walkable, human-scale environments
- Unique, historic and visually attractive architecture
- A mix of uses, activities and consumers
- A strong existing tax base that attracts new businesses and creates jobs
- A center for activity and community life
- Positive community image and identity
- Opportunities for public-private partnerships
- A place for the community to define its identity
- through a shared vision of place





UMSP Community Tiers

All communities in Utah interested in joining the Utah Main Street Program (UMSP) will be required to provide a resolution of support from the community's town/city council and will be attached either at time of application for UMSP designation, or during the UMSP community grant application process.

Engaged
Tier 1

Vibrant
Tier 2

Master
Tier 3

MSA
Accreditation
Tier 4



How to measure success?

MSA requirements:

- Full & Part Time Jobs Created
- New Businesses Created
- Rehabilitation projects Completed
- New Construction Projects Completed
- Public & Private \$ Investment
- Volunteer Hours Contribute



Go Utah and SB194 requirements

- All of the MSA requirements
- Businesses Retained and/or expanded
- Decrease in vacancies
- Number of events & participants



Status update



- Community designation application process closed on Oct. 31.
- UMSP Advisory Committee reviewed applications, and communities will be designated either Tier 1 Engaged - or Tier 2 Vibrant
- Tier 2 – Vibrant communities will be able to apply for Downtown Enhancement Grants, application process opens in November





Tabulations of Community Designation Applications

- Brigham City: Tier 2
- Cedar City – Tier 2
- Gunnison – Tier 1
- Granary District – Tier 1
- Heber City – Tier 2
- Helper – Tier 2
- Kaysville – Tier 1
- Magna – Tier 1
- Midtown – Tier 1
- Mt. Pleasant –Tier 2
- Ogden – Tier 2
- Parowan – Tier 2
- Price – Tier 2
- Richfield – Tier 1
- Salina – Tier 1
- Tooele City – Tier 2

National Park Service Grant Awarded to SHPO

- What: \$675,000 (Paul Bruhn Historic Revitalization Grant)
- Match: 3/1 (grant/match); \$60,000 maximum grant*
- Source: federal Historic Preservation Fund (offshore oil lease revenues)
- Who: Owners of historic commercial buildings (National Register eligible)
- Where: “Rural”* communities that are also UMSP Tier 2 communities (coordination between building owners and local Main Street program)
- When: Grant applications will be available in December. A 2nd grant round will probably take place in spring/summer 2022.
- Duration: All projects must be completed by November 2024

*TBD

The background of the slide is a photograph of the Utah State Capitol building, a large neoclassical structure with a prominent dome and many columns. In the foreground, there is a fountain with several water jets. The entire image is overlaid with a semi-transparent teal color.

Thank you for your support of the Utah Main Street Program!



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